TV Forecast

Has Jack Benny the TV Jeebies?

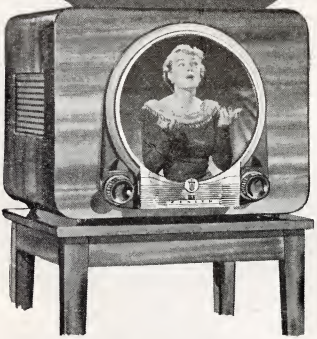
APRIL 29, 1950

RINK, FRED
5702 DAKIN ST.
CHICAGO 24, ILL.
97-177

Only Zenith Television Has It!

New! Reflection-Proof BLAXIDE TUBE

New! "Super-Range" Chassis



Now—even in outlying locations where many sets fail to hold an acceptable picture, these Zenith features bring you the new Black Magic of television: Giant Circle pictures now free from window and room light reflections, as well as from glare and blur—even in daylight or fully lighted rooms! This is how doctors recommend viewing. And the flip of a switch gives you choice of circular or rectangular shape pictures! Buy no television until you see Zenith's Black Magic! Now at your Zenith® Radio and Television dealer's.

Giant-Picture Table Television, new Zenith "Buchanan," with big 105 sq. in. screen. Cabinet of genuine Walnut or quarter stripe Mahogany veneer. Only **$239.95***

Federal excise tax extra

*Blonde Afara veneer, $249.95**

Your choice of Zenith "Black Magic" television consoles, table models, combinations —$219.95* to $625.00.* Also wide variety of exciting new Zenith radios and radio-phonographs, $19.95* to $289.95.*

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ZENITH
•LONG DISTANCE• RADIO and TELEVISION
THE ROYALTY OF RADIO AND TELEVISION

ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS • *Also Makers of America's Finest Hearing Aids*

**Prices subject to change without notice. West Coast and far South prices slightly higher.*

LETTERS to the Editor

All letters must be signed; names will be withheld if requested.

Sir:

Only gruesome part of Martin Kane, Pvt. Eye, is the acting . . . too bad the balance of the show isn't as smooth as the commercials.

Chicago, Ill. ROY BLACKSTONE

Sir:

Jimmy Nelson the ventriloquist (Holland's Happiness House, WGN-TV) is about the best I've seen . . .

Franklin Park, Ill. HELEN E. MILLER

SIR:

Hope is tops!

Chicago, Ill. MRS. LARRY BLOOM

Ed. Note: Hope sentiment ran high. More letters on Robert were received the past two weeks than on any other subject. He seems to have made a hit on video.

Sir:

Your publication certainly plays an important part in the homes of a large majority of video fans, and is worthy of the best at all times . . .

Aurora, Ill. H. M. STILLINGS

Sir:

Can't you do something to get these auto concerns to cut down their lengthy, stupid, boring commercials?

Chicago, Ill. FRANK V. JOHNSEN

Sir:

. . . to the young man who wrote the obnoxious poem about Jack Carter, I think his sense of humor is warped and he should see a psychiatrist. Carter is the greatest and most talented comedian I have ever seen . . .

Chicago, Ill. MRS. M. SODERSTROM

Sir:

Jim Moran deserves two bouquets (1) for improving Friday TV and (2) for setting the pace for concise commercials.

Chicago, Ill. JAMES E. SEBELA

Sir:

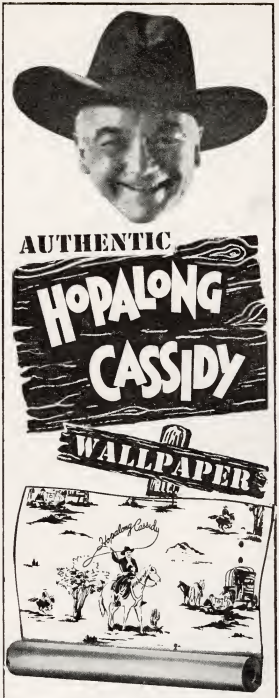
Before we got our set we thought our four sons would be future farmers. But now we don't know whether they'll be wrestlers or cowboys?

Wilmington, Ill. LEROY EHNKE

Sir:

. . . Some (movies) are teaching our youths how to gamble, drink and murder . . .

Chicago, Ill. MRS. WM. MICHAELIS



ROLL 79c

Howdy Pardner . . . we've corralled the most attractive wallpaper design we've seen in a month of Sundays and we're urgin' you to bring "Mom" into our store to see this colorful washable pattern in official Hopalong Cassidy colors.

Not in our stores at Lawrence and Broadway, Grand and Harlem, Kimball Ave., and Belmont and Central.

GOLDBLATT'S

STATE STREET AND NEIGHBORHOOD STORES

EDITOR
Robert A. Kubicek

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Roy V. Whiting

BUSINESS
Norbert F. Dompke

PRODUCTION
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CIRCULATION
Archie K. Fisher

ASSOCIATE EDITOR
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PROGRAM EDITOR
Patricia E. Moran

FEATURES
Jack Mabley
Chub McCarthy
Dick Fireman
Carole Wilk
Bob Lee

ART DIRECTOR
Herman H. Block

ON THE COVER

Frankie Masters and Phyllis Myles play "Lucky Letters" and invite WBKB fans to join them each Friday on channel 4. Frankie and his charming wife, Phyllis, offer visual, vocal and lyrical clues to questions which may mean prizes to you the viewer.

NEXT WEEK • "Creighton on Boxing"

What do TV fans look for in boxing? Sportscaster Harry Creighton of WGN-TV tells in his guest column to appear exclusively in the next issue of TV Forecast, on sale next Friday at your newsstand. Look for it! Above: Champion Joe Louis.

CHANNEL ONE

IS THE SONG well drying up? Roberta Quinlan, NBChanteuse asks, "Written any songs lately?" . . . The Mohawk star uses more than 690 songs a year. Thinks maybe amateurs could make a big name if they send in suitable stuff. So drop your manuscript in the mail c/o Quinlan, NY City, and say a prayer . . . Been wondering just who that Hindu mystic Drana Badour is you see on "Murder Before Midnight," WBKB whodunit? Here's his picture—Alan Harvey . . . Doesn't look at all like the frightening character you see on the screen, does he? . . . What they won't do for TV dept: Dori Hersch, ABChicago prop gal in charge of digging up furniture, swords, costumes, etc. for WENR-TV shows, spent last week looking for live cockroaches to illustrate "La Cucaracha" . . . Rouge has no TValue, says cosmetician Harry Burkhart of channel 7. Still he uses it on his glamour gals.

HARVEY

The bow tie is an Alan Young trademark . . . The CBStar is never found without one; even while swimming! . . . Hal Kanter, writer for the Ed Wynn show, used to be a travelling artist Claims he still drives by roadside billboards he painted for a meal.

Sweetest guy in Chicago is Bill Evans, video discjockey-raconteur who sent this department a 5-pound slab of fudge to cement relations . . . Watch Ginny Scott on "Follow the Fun," a gal going places with her singing . . . Fan mail confirms the high spot Jack Lemmon of CBS holds with his teleaudience on the "Toni Twin Time" show . . . Lemmon is one of the most natural MCs in the business . . . In New York Jerome Herman Dean, Dizzy to you, is mowing 'em down on the farm with his homey reporting of baseball on DuMont's network . . . Need a gift for your doggie's birthday? Latest is the Tuttle Kennel thought up by United Air Lines to transport dogs for air-minded masters . . . Introduced on TV; another first! . . . Additional pet news: irate fans of Arthur Godfrey showered stations the country over for his stand on cats. Didn't like it . . . Will Arthur apologize? they want to know.

JOAN

Earl Hammond is the name of the daring young adventurer you saw last week in the role of Buck Rogers, new ABCharacter; Eva Marie Saint plays Wilma, and not too badly, with Harry Southern in the role of Dr. Huer.

That's Joan Alt you see on "Time for Beany," kiddicast from California via kinescope . . . She plays role of Durkeene, is the favorite of Teeney, brother of Beany . . . Hopalong Cassidy Boyd is the first circus cowboy who does not rely on his vocal chords and guitar . . . Scouts pick Sarah Churchill as up-and-coming TV actress.

TV *Forecast*

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Expirations: Last line on address label shows when subscription expires. The first numbers are our own file numbers. Those following the dash indicate expiration date according to our whole number. To find number of issues to be received before subscription expires, subtract whole number of the issue # 95 from numbers following the dash on the fourth line of address label.

Whole Number: this issue 95.

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FRANKIE MASTERS

Illinois Boy Makes Good

VIDEO star Frankie Masters of WBKB really intended to be a banker. But a flute, a banjo and a singing voice inherited from his Welsh ancestors triumphed over his original aim, and today Masters is firmly entrenched as leader of one of the sweetest rhythm bands in the nation. Fridays he's sponsored on channel 4 by RCA; weeknights and Sundays he stars at the Hotel Stevens.

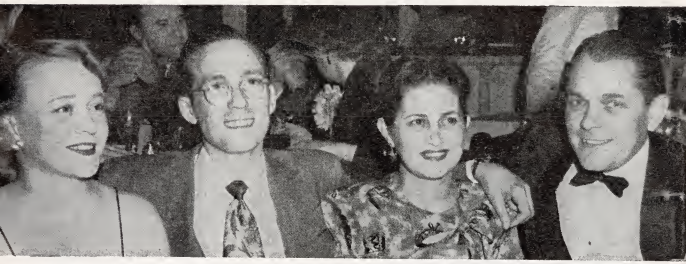
The Masters musical success story goes back to his early days in Robinson, Ill., when young Frankie took lessons on the flute. He played that instrument until he went to the University of Indiana, where he discovered that the banjo would get him further in college activities. He earned his way through an entire course of economics and finance by strumming banjo at fraternity dances, and by his senior year Masters was acknowledged Musical King on campus.

Meanwhile, Frankie organized a college band which did so well that it was booked through the Orient on the liner "President Madison." Maestro Masters and his college boys were each paid the magnificent sum of $15 a week!

Frankie still looked to banking as his goal in life, so after returning from abroad, he became a bank teller in his home town. But he couldn't resist playing engagements "on the side" and one day he suddenly realized that his future lay in music.

So leaving banking forever, he joined a band that was playing in a Chicago theatre and for the next few years barnstormed around the Windy City. Then he got together a combination of topflight musicians, formed his own organization, and started to play at Chicago night spots. Two years later, when he opened at the Roosevelt Hotel, he clicked over night.

Later, in New York, Frankie signed with CBS and appeared on such shows as "Magic Carpet," "Show of the Week," "Fitch Bandwagon," and "Coca-Cola Spotlight Bands;" he also made records for Columbia.



Above: Frankie and Phyllis entertain Mr. and Mrs. Sam Castriota of Melrose Park, Ill., at the Boulevard Room of the Stevens hotel. Above: Frankie meets Eddie Cantor and Arthur Michaud, Cantor's manager, on a Hollywood lot.

WIEBOLDT'S

MONDAY STORE HOURS—All six stores open 12:30 to 9:30

Now you can have BIG PICTURE Television on your present set

With the
Amazing New

Wafer Thin MARVEL-LENS

Enlarges Your TV Picture Up To 2½ Times!

Only 23.95
For 7 or 8½" set

27.50
For 10 or 12½" set

Use Wieboldt's Easy Payment Plan—If You Can't Come In, Order by Mail or Phone
Switchboard Open at 9:30 A.M. Daily

Wieboldt's, 106 S. Ashland Blvd., Chicago 7
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Please send me the following items. (Please print in pencil)

☐ Marvel-Lens for 7" or 8½" set at $23.95
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Address.....

Name.....Apt.....

City.....Zone.....State.....

☐ Charge ☐ Check or Money Order ☐ C.O.D.

Please do not send currency or stamps. Postage additional for deliveries outside of regular delivery zone. Illinois residents add 2% on account of Illinois Retailers' Occupational Tax.

★ **ENLARGES WITHOUT DISTORTION, REDUCES GLARE —ELIMINATES FILTERS!**
★ **ATTACHES EASILY, QUICKLY TO ANY SET—DO IT YOURSELF WITHOUT TOOLS!**
★ **PRECISION-MADE OF OPTICALLY CLEAR UNBREAKABLE PLEXIGLASS—NO LIQUID CONTENT!**

A charge on account of Retailers' Occupational Tax, shall be added to prices herein.

Evanston • CHICAGO • Oak Park

Are You Buying Television Service?

THEN for your own protection ask yourself these questions!

Does the contractor guarantee his work? Does his reputation in the service profession justify my explicit confidence in him and is his financial standing such that he can back up his guarantee?

Is he really an up-to-date expert and can he advise me honestly?

Does he employ skilled technicians, quality materials and safe equipment and can I be sure he carries Workmen's Compensation and Public Liability Insurance to relieve me of any personal liability?

Is he absolutely dependable? When he tells me the job will be done, will it be done on time, with the least possible inconvenience to me?

The answer to each question will be "yes" if you deal with a member of the Television Installation Service Association (TISA). This group is organized to see that your television dollars are a sound investment.

You'll be surprised how inexpensive it is to purchase dependable service.

Look for this seal when in need of service. It is your assurance of the best.

A West Side Radio & Television
5647 West Madison Street AUstin 7-5454

Aide Sound & Radio Service Corp.
5908 South Troy Street PRospect 6-6575

Central Television Service
3730 North Southport Ave. EAstgate 7-9500
6250 S. Marshfield Ave. HEmlock 4-6300

Chelten Television
2913 East 79th Street ESsex 5-3450

Dealers Radio & Television
816 West 58th Street WEntworth 6-4040

Kent Engineering Company
6250 South Spaulding Avenue WAlbrook 5-7212

Radio City
5659 South Halsted Street ENglewood 4-5557

Suburban Television of La Grange
605 Hillgrove Avenue LaGrange 3935
La Grange, Illinois

Television Engineers, Inc.
1539 West Harrison Street TAylor 9-4200

Television Technicians, Inc.
131 North Green Street MOnroe 6-5748
380 E. St. Charles, Lombard LOmbard 1236

Auburn Park Electronics
502 W. 79th Street STewart 3-6391

Video Tronics, Inc.
5424 North Clark Street LOngbeach 1-4059

JACK MABLEY SAYS:

Bob Hope Yes, But Jack Benny's TVenture Doubtful

As you read this the fine programs of Easter Day are only a pleasant memory. But it is being written shortly after Easter, and I'm still punchy from five solid hours of viewing. I wish to pass on some notes made during the week, and if the whole business seems a bit cockeyed, blame television.

Bob Hope's tremendous premier on TV bears out an idea I've had for a long time—that when the varsity comes over to television from radio, the present so-called top flight comics, including Mr. Television Himself, will fade.

I'm sure you noted how clean Hope's show was. The great comedians—even the good ones—don't have to fall back on vulgarity to get their material across. Hope's wholesomeness was particularly welcome, coming a day after Sid Caesar had reached a new low in coarseness with a crack about leading the invasion of a ladies' lounge. I won't cheapen the magazine nor tempt the postal inspectors by reproducing the whole joke.

The younger generation of radio listeners doesn't realize that the best radio comedians grew up on vaudeville stages, and in the days before microphones shot up out of the stage in front of them.

From remembering them on the stage, I've always thought Hope, Ed Wynn, Fred Allen, and Red Skelton would be terrific on television. On the basis of Skelton's silly radio shows and shallow movies, you may object to his presence on that list. But in the flesh he's among the funniest of the lot. TV will never be the same again after he demonstrates "Smoooooth Gin."

Perhaps Jack Benny should be included, but he seems an unknown quantity. Any man who has leaned on the same jokes and same situations in one radio show for more than two decades can hardly be classified as a red hot prospect for television, regardless of his Hooper in radio.

Bob Hope has shown convincingly that he and others of his stature can take television in stride. It means that we'll want to spend even more time watching TV. Oh my aching eyes.

Speaking of comics, have you watched the mugging of the conductors of the big orchestras, such as Howard Barlow and until recently, Paul Laval and the Band of America? After years of displaying their posteriors to audiences, they suddenly find they are actors, and are having a field day.

Television is making honest men out of a lot of radio sports announcers. A popular indoor sport is to get a ball game or fight on TV and turn on the radio to see how the announcer is describing the event. It used to be downright hilarious, but these days the radio announcers know they're being monitored, and behave. Last winter, though, on dull nights at St. Nick arena in New York you sometimes thought you were watching and hearing two different fights.

We note that a cynical, harassed columnist on a Chicago afternoon newspaper has finally acknowledged the existence of television, if only by a left-handed observation that puppets are more attractive on TV than people. He should add to his list J. J. Morgan, Dirty Eddie, Mignon, Judy, and Sorrowful, who are, in order, a basset hound, a pig, a French poodle, an elephant, and a monkey. J. J. Morgan has the most expressive eyes in television, and the others are master pantomimists, invariably achieving their emotional effects without use of the spoken word. How many people can say that?

Next Week: TV Forecast Celebrates Anniversary

In the May 6th issue of TV Forecast the publishers celebrate their second anniversary in the television business.

A roundup of video in the early days will appear in this souvenir edition. A flashback to early programming will serve to illustrate the progress being made by the four Chicago stations now serving the public.

Ask your newsstand dealer to reserve you a copy.

By BOB LEE

That man *Frankie Laine* has cut another *Mercury* disk, and this one, while it isn't in the same league as *"Goose"* and *"Mule Train,"* it will still sell a lot more than most any other four singers combined! This one again on a *Mercury* unbreakable is called *"Satan Wears a Satin Gown"*—and is backed by *"Baby Just for Me"*—both on the swingy Laine style with his inimitable phrasing showing to good advantage. It's *Mercury* disk 5358—and if you like Laine like I do, don't pass this disk up.

Bill Lawrence, Arthur Godfrey's "mussed hair" voice, has cut a new disk for *RCA Victor*. It is called *"Monday, Tuesday, Wednesday,"* and it is a cute song, though Lawrence sings it with his unimaginative style which leaves me cold. Backed by *"Half a Heart"* this Victor disk 20-3683, it probably will go the way of all other Bill Lawrence disks—sell quite a few despite what I write, because the guy is *cute*.

I've had a lot of folks of late try to put me on the spot to venture an opinion as to which system is better for the home, the 45's, or the 33's. Again I repeat—that believe me, they are both very good, and I think there is room for both systems permanently. The 45's are best when you save single records, and pop and classical selections, and the 33's are best when you go in for long uninterrupted works such as symphonies, concerts, operas, and complete shows.

Don't miss *Hopalong Cassidy's* album for Capitol—which is hotter'n a firecracker in sales throughout the nation at this writing. Also if the kids like *Super Circus—Capitol* has a line of wonderful *"Bozo the Clown"* sets on Long Play available now.

TV Forecast for April 29, 1950

Saturday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

9:45 4 Multiscope News on the ticker tape

10:00 4 Movies For Kids Ch 8 "Don Winslow of the Navy" and "Red Barry"

11:00 5

> **Milton Berle Telethon** for the Damon Runyon Cancer Fund. Stars of stage, screen, radio, and television will drop in to visit with Mr. Berle and the viewer. Telethon will continue till 9:30 a.m. Sunday morning

4:15 7 Animal Clinic Dr. Wesley A. Young, veterinary, and his daughter Lorie tell you how to take care of household pets (pg. 25)

4:30 7 Sagebrush Theater Western feature. Tales of adventure

5:30 4 Kuda Bux, Hindu Mystic His X-ray eyes enable him to see through almost any covering

7 Lois And Looey Cartoon and illustration show for youngsters

5:45 4 Lucky Pup Review Highlights from the previous week's shows presented by Doris Brown

9 Feature Film "Black Page"

6:00 7 Buck Rogers starring Earl Hammond as Buck & Harry Southern as Dr. Huer

6:15 4 Travel Time Film

6:30 4 Vita-Mix Commercial

7 Lone Ranger and Tonto ride into danger in many adventures

7:00 4 Ken Murray Show Variety starring Henry Wilcoxon, Lynn Barl, Eileen Barton, David Street, and Mary Beth Hughes

5 Saturday Night Revue, Jack Carter Show Variety with Donald Richards, Benny Baker, and many guests

7 Paul Whiteman's TV Teen Club Youngsters have fun putting on an amateur hour, Nancy Lewis co-emcee

9 Dinner Date With Vincent Lopez His music and guests from Hotel Taft

7:30 9 Inside Detective Mystery drama starring Roscoe Karns

8:00 4 Telemovie Time Feature film

5 Saturday Night Revue, Your Show of Shows Variety entertainment featuring Sid Caesar, Imogene Cocoa, Robert Merrill, Marguerite Piazza, guest mc Jose Ferrer

7 Square Dance Time Learn how it's done! Features include: a fashion show, Barrington High School group dancers. Bud Bol calls

9 Cavalcade Of Stars Variety with Jerry Lester mc and his guests: Kyle MacDonnell, Sen Levenson, the Corn Cobblers, Yvonne Clavel and Sarrar, French dancers

8:30 7 Roller Derby Action on skates

(Continued on page 11)

9:00 9 Wrestling From Marigold Main match: Billy Goelz vs Cyclone Anaya; announced by Jack Brickhouse
9:25 4 Tomorrow's Weather
9:30 4 Al Benson's Talent Spotlight
5 Grand Marquee Feature film, "Silver Fleet" with Ralph Richarson, Esmond Knight, Story of submarines during the last war
10:15 7 Flana-Grams Sports commentary
10:30 4 Saturday Movie Date Feature film "Men Are Such Fools" with Leo Carrillo and Una Merkel
10:45 5 Today's Ball Game by Tom Duggan
11:00 9 Feature Film
12:00 9 TV Forecast
4 Jackpot Jigsaw Contest
(Stations reserve the right to change above listings without notice)

Chicago Museum Opens Exhibit on Television

This week the Museum of Science and Industry, located in Jackson Park, opened an educational exhibit of television, one of the most comprehensive of its kind for the public according to RCA.

Buttons and levers will enable visitors to run demonstration units which explain the magic of television. The display is located on the first floor, immediately to the right of the entrance, and comprises 18 units.

Also included is a panel containing four TV screens on which programs from all Chicago stations may be viewed at once.

OPEN HOURS
South: until 2 am Fri. & Sat. 3 am
North: (NEVER CLOSED)
West: Until 3 am Fri. & Sat. 5 am

DELIVERY LIMITS
(WE'LL STRETCH IT A BIT)

47th Street	(N)	Cottage Gr.	(W)
85th Street	(S)	Lake Mich.	(E)
Devon Av.	(N)	Damen Av.	(W)
Fullerton Av.	(S)	Lake Mich.	(E)
Irving Park	(N)	Oak Park Av.	(W)
12th St.	(S)	Western Av.	(E)

Present this coupon to the delivery man and no service charge for the delivery will be made

Delivery every night except Monday

SEE
"TODAY'S BALL GAME"
★
Highlights of
CUBS and SOX
daytime home games
• OUTSTANDING SPORTS FIGURES
• SELECTED SPORT FILMS
★
MONDAY
WEDNESDAY—FRIDAY
TV
★
WNBQ CHANNEL 5
10:15 P.M.
with Tom Duggan
Sports Commentator
★
Presented by
FORD DEALERS OF
METROPOLITAN CHICAGO

Does your set suffer from a BAD ANTENNA?

Let us replace it COMPLETELY with an overall CHECK and ADJUSTMENT of your set for only **$25.00,** including all parts.

CALL
Kildare 5-1409

Tower Television Service

3901 Neva Street
CHICAGO 34, ILLINOIS

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PRESENTS

CHICAGO'S

OWN

ORIGINAL

MORRIS B. SACHS

AMATEUR HOUR

WENR **WENR-TV**

Every Sunday at 12:30 P.M.

FEATURING "FIRSTS IN FASHION"
A forecast of styles for men and women
815th CONSECUTIVE PROGRAM
SUNDAY, April 30th

Morris B. Sachs inc.

6638 S. Halsted St. 3400 Diversey Blvd.
CHICAGO

UNIVERSAL MYSTERIES

featuring the

CHICAGOLAND PLAYERS

"Double Take"

starring

John Beal

SUNDAY NITE 7:00 to 7:30 **WGN-TV**

Sponsored by authorized dealers of

Universal

GAS RANGES

Sunday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

5 Early Birds take note: Milton Berle's telethon will continue till 9:30

12:00 7 Bible Stories Kay Morrow narrates

12:30 7 **Morris B. Sachs Amateur Hour** presents tops in amateur talent on this all-adult show

12:50 9 Batting Practice

1:05 9 Lead Off Man

1:20 9 Baseball: Sox vs. Detroit (2 games)

1:30 7 Lone Ranger Repeat of Sat. show

2:00 7 Hopalong Cassidy Western adventure

2:30 5 Watch the World with John Swayze commenting on life about him

3:00 5 Today With Mrs. Roosevelt Discussion with today's leading figures

3:10 7 Hollywood Reel Film on home life of the various stars

3:25 7 Kiddie Comics Cartoon

3:30 5 Meet the Press Martha Rountree is moderator of this panel discussion

4 Multiscope News on the ticker tape

3:35 7 Crusade in Europe Ch. 13 "Preparation for Invasion" Film series based on Gen. Eisenhower's book

4:00 5 Armed Forces Hour "Musical Boots" Naval School of Music

7 Super Circus Clowns, acrobats, high-wire acts; enjoy the fun under the big top with Claude Kirchner.

4:30 5 Serial "3 Musketeers" & "Uncle Geo."

4 TV Billboard Ticker tape news

4:35 4 TV Billboard Ticker tape news

5:00 5 Hopalong Cassidy and his pals fight for justice in the west

7 Singing Lady Ireene Wicker tells a fairy tale

5:15 4 Travel Time Film

5:30 4 Mr. I. Magination Paul Tripp presents "Treasure Island" David Cole

7 Golden Game Bible stories taught with kids enacting charades

9 Tenth Inning Roundup of scores

6:00 4 Starlight Theater Drama "Sire De Maletroit's Door"

5 Zoo Parade presents the animal of the week with R. Marlin Perkins and Jim Hurlbut

7 Paul Whiteman Revue Musical featuring Mimi Benzell soprano, and Robert Maxwell, harpist

9 Request Performance Irv Kupcinet presents variety entertainment

6:30 4 This Is Show Business Clifton Fadiman is host to Red Buttons, comedian. Regular panel includes Abe Burrows and Geo. S. Kaufman

5 Aldrich Family Homer loses the movie money hence Henry can't take his girl's family as he planned

7 Carolyn Gilbert Show Musical

(Continued on page 13)

9 **Telenews** The latest news from all over the country brought to you on film with narration

6:45 7 **Dr. Fixum's Household Hospital** Tips for busy housewives with Art Youngquist and Wayne Griffin
9 **Dr. Preston Bradley**

7:00 4 **Toast Of The Town** Variety of acts with Ed Sullivan mc and guest Belita, a dancer and ice skater
5 **Supper Club** Musical with Perry Como's guest Eddy Arnold folk singer
7 **Think Fast** Quiz with questions sent in by viewers, Mason Gross mc

9 **Universal Mysteries** Drama present "Double Take" story dealing with the men who fly the planes

7:30 5 **Colgate Theater** Drama "The Lawbreakers" by Richard Connell
7 **Majority Rules** Panel quiz with Myron Wallace moderator
9 **Chicagoland Newsreel Review**

8:00 4 **Fred Waring Show** Musical extravaganza with the Pennsylvanians and the rest of the regular cast
5 **Philco Playhouse** Drama titled "The American Way" by Henry James starring Irene Worth and Alfred Ryder
7 **Your Witness** Ashmead Scott as Lt. Burke gives the audience a chance to question the suspect
9 **Windy City Jamboree** Caller John Dolce leads in square dancing for clambake staged at Rainbo Arena. Danny O'Neill emcees

8:30 7 **Mysteries Of Chinatown** Drama

9:00 4 **Celebrity Time** Conrad Nagel mc on Panel quiz with Ilka Chase & John Daly and guests Lorraine Day and Leo Durocher
5 **Garroway At Large** Bette Chapel, Connie Russell, Jack Haskett with musical renditions, and Cliff Norton on the humorous side
7 **Ruggles** Domestic comedy skits starring Charles Ruggles & Ruth Tedrow
9 **Stars Of Tomorrow** Lee Bennett mc

9:30 4 **Hollywood Playhouse** Feature film
7 **Youth On The March** Dr. Percy Crawford will deliver the sermon
5 **Tele-Movie Time** Feature film "Murder Is My Business" Michael Shane mystery with Hugh Beaumont
9 **Courtesy Theater** Feature film "I Was A Criminal" Satire on bureaucracy of Germany after 1st world war starring Albert Basserman

10:00 7 **Comedy Carnival** Old time movies
10:45 4 **Tomorrow's Weather**
5 **Today's Ball Game** by Tom Duggan

11:00 9 **Chicagoland Newsreel Review**
11:30 9 **TV Forecast**

(Stations reserve the right to change above listings without notice)

A fast-moving film digest of this week's important news from everywhere

Presented as a public service by

CITY NATIONAL BANK AND TRUST COMPANY OF CHICAGO
208 SOUTH LA SALLE STREET

LOYALTY DAY

A Big Demonstration and Celebration, Highlighted by a

GIGANTIC PARADE—

Big Mass Meeting for all Patriotic Citizens to be held at

GUTHRIE AND MICHIGAN STREETS

EAST CHICAGO, IND.

Sunday, April 30th

I P. M.—SHOW YOUR PATRIOTISM
BY YOUR PRESENCE
EVERYBODY INVITED!!!

Courtesy of
KNIGHTS OF COLUMBUS
Council No. 726 — Hammond, Ind.

This Is Going To Be Good!

"THE PUBLIC LIFE OF CLIFF NORTON"

A new series of 5-minute television programs . . with that ace funnyman, Cliff Norton, and his hilarious monologue and pantomime . . . presented in an array of self-styled, home-grown skits.

Every Monday, Wednesday, Thursday and Friday at 5:55 P.M.

TV Forecast for May 1, 1950

Monday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

10:00 9 **Tom Wallace Show** Entertainment items include news, fashion notes, music, homemakers tips

10:30 9 **Individually Yours** Celeste Carlyle designs for the fashion-wise women of today
10:45 9 **Tom Wallace Show** (continued)
11:00 9 **Chicago Cooks** Barbara Barkley with hints on home-craft
4 **Multiscope News** on the ticker tape
12:00 4 **Bill Evans Show** General commentary, music, gossip, and news
9 **Tom Wallace Show** (continued)
1:00 9 **Test Pattern**
3:00 4 **Homemakers' Exchange** Latest recipes given by Maggi Young
3:30 4 **Multiscope News** on the ticker tape

4:00 4 **TV Album** Ticker tape news
5 **Time Out With the Youles** Comment
9 **To be announced**
4:15 5 **Judy Splinters** and Shirley Dinsdale visit with the youngesters
4:30 4 **TV Billboard** Ticker tape news
5 **Howdy Doody Show** Bob Smith mc's with the aid of Clarabelle
9 **Telephone Game** Quiz co-emceed by Jim Ameche and Jane Quinn

5:00 5 **Cactus Jim** Western feature film
9 **Small Fry Club** Especially for the older child; Bob Emery mc
5:15 4 **Comic Capers** Funnies read by Don and Vera Ward
5:30 4 **Lucky Pup** Hope and Morey Bunnin puppets get entangled in adventure
9 **Trail Blazers' Theater** Western film "Pals of the Silver Sage"
5:45 4 **Wrangler's Club** Texas Bruce Roberts on hand to introduce serial
5:55 5 **Public Life of Cliff Norton** Monologues and pantomimes on all subjects

6:00 4 **Time for Beany** and stories of adventure in strange places
5 **Kukla, Fran, and Ollie** If there's enough electricity in air Buelah Witch will fly in for a visit
7 **Paddy the Pelican** Sam Singer's puppet will amuse young & old (pg. 26)
6:15 4 **Be a Sport** with Claude Kirchner
7 **Mr. Magic and Carrots** Magician and bunny charm the youngsters
6:30 4 **CBS News** with Douglas Edwards
5 **Showroom** Roberta Quinlan sings
7 **Adventure Time** Feature film serial "Lost Jungle" Clyde Beatty
9 **Film Varieties**
6:40 9 **Coming Attractions**
6:45 4 **Window Shopping** with Pat Banks
5 **News Caravan** John Swayze reports
7 **Flana-Grams** Sports commentary
9 **Chicagoland Newsreel** Local news

(Continued on page 15)

7:00 4 **Silver Theater** Drama "The First Hundred Years" with Wm. Frawley & Barbara Whiting. Thoughts and worries of young couple on their wedding day
5 **Tele-Theater** Drama with Wm. Price
7 **Parade** Teen-agers display their talents, Don & Vera Ward mc
9 **Film Varieties**
7:30 4 **Talent Scouts** introduce Arthur Godfrey to the talent
5 **Voice of Firestone** Howard Barlow and the orchestra accompany Eleanor Steber soprano
7 **Dr. Fixum's Household Hospital** Tips for housewives from Art Youngquist
9 **Al Morgan Show** Musical with the maestro of the keyboard accompanied by the Benedicts
8:00 4 **Candid Camera** with Allan Funt telling you how it happened
2 **Film** (KS2XBS Zenith experimental station)
5 **Lights Out** Drama
7 **Premiere Playhouse** Feature film "Trade Winds" Joan Bennett, Frederic March; a murder, a chase through countries of the Far East, love, and acquittal
9 **World Is Yours** Travel film "City of Nile"
8:15 9 **Bound for Alabam** features Judy Talbot singing songs we all remember
8:30 4 **Goldbergs** Domestic skits involving problems of every family
5 **Opera** Tales of Hoffman by Offenbach with David Cunningham, Geo. Britton; story of the dancing doll and Antonia who sings when she promises not to (see page 25)
9 **Film Varieties**
9:00 4 **Studio One** "Miracle In The Rain" by Ben Hecht starring Jeffery Lynn
9 **McCarthy Gang** Nancy Wright entertains the teen-age amateurs
9:30 5 **Who Said That?** Robert Trout mc quizzes John C. Swayze, Milton Caniff, Al Capp, and Bella Spewack
9 **Motion Picture Academy** Feature film
9:50 7 **That Wonderful Guy** Comedy situation with Neil Hamilton & Jack Lemmon
10:00 4 **Ernie Simon** The Curbstone Cutup
5 **Weatherman** Clint Youle
10:10 5 **Design for Good Living**
10:15 4 **Tomorrow's Weather**
5 **Today's Ball Game** by Tom Duggan. A film narration of highlights from a game today
10:30 4 **Wrestling from Hollywood** (tentative)
7 **Flana-Grams** Sports commentary
10:30 5 **Clifton Utley** and the news
10:45 5 **But Not Forgotten** with Herbie Mintz
11:00 9 **Chicagoland Newsreel** Local news
11:10 4 **Jigsaw Jackpot Contest**
11:05 4 **Pix of the News** Ulmer Turner
11:15 9 **TV Forecast**

(Stations reserve the right to change above listings without notice)

Will Rural Families See Phonevision?

Keith Peterson of Rockford, Ill. asks if phonevision (the proposed system which permits subscribers to receive first-run movies in their homes) will be possible in rural areas.

The answer is yes. Rural phonevision will be possible. In fact, Zenith Radio, chief proponent of phonevision, believes that "phonevision will bring TV to many rural areas which could not support a station on commercial sponsorship alone."

The show would be transmitted from the local TV station and a single line would carry the synchronizing signal from the local station to surrounding telephone switch boards. Zenith has ironed out technical difficulties in transmitting the synchronizing signal over a four-party line so that one subscriber can receive the signal without the others on the line getting it. However, they have not yet perfected phonevision for party lines of over four subscribers.

Zenith points out that discussion of rural phonevision is premature at this time because as of now the FCC has granted permission for only a 90-day limited phonevision test in Chicago.

See Shayne's

Spring Fashion Preview

each Monday Night at 9:30

on

"WHO SAID THAT?"

WNBQ—Channel 5

with **Bob Trout, M. C.**

and **John Cameron Swayze**

plus **a panel of distinguished guests**

Presented by

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Tuesday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

10:00 9 **Tom Wallace Show** Music, dance contests, interviews with guests timed to please busy housewives
10:30 9 **Plan-A-Room**
10:45 9 **Tom Wallace Show** (continued)
11:00 9 **Chicago Cooks** Homemakers take note of the time-saving devices in food preparation told by Miss Barkley
4 **Multiscope News** on the ticker tape
12:00 4 **Bill Evans Show** Music session with variety of gossip and general commentary thrown in
9 **Tom Wallace Show** (continued)
12:50 9 **Batting Practice**
1:00 4 **Bleachers' Club**
1:05 9 **Lead Off Man**
1:10 4 **What's the Score?** Make a guess and see how close you can get
1:20 9 **Baseball:** Cubs vs. Philadelphia
1:25 4 **Baseball:** Cubs vs. Philadelphia
3:30 4 **Lucky Fan** with Joe Wilson interviewing the camera's choice
9 **Tenth Inning** with Jack Brickhouse reviewing the scores
3:45 4 **Multiscope News** on the ticker tape

4:00 4 **TV Album** Ticker tape news
5 **Adventures in Electric Living** Clint and Jeanne Youle discuss electric fans around the home
9 **Hi Ladies** with Claude Kirchner interviewing the ladies from the Home Arts Guild
4:15 5 **Judy Splinters** A pow-wow with Shirley Dinsdale and other children
4:30 4 **TV Billboard** Ticker tape news
5 **Howdy Doody Show** Variety show for children me'd by Bob Smith
9 **Telephone Game** with prizes a-plenty for those with right answers

5:00 5 **Cactus Jim** Western feature film
9 **Small Fry Club** Entertainment to keep the youngsters busy
5:15 4 **Comic Caper** Boo, the puppet bunny participates in the magic tricks
5:30 4 **Magic Show** with Bill Baird and Floreene the mind reader
5 **Pet Shop** Gail & Gay Compton entertain a Norwegian elk hound, an obedience trained Pomeranian, and Mr. S. S. Woodworth plants an Arctic scene for the tropical fish
9 **Trail Blazers' Theater** Western film "Fighting Kid"
5:45 4 **Wrangler's Club** Adventures in the wild and wooly west

6:00 4 **Time for Beany** and his tales
5 **Kukla, Fran, and Ollie** and the rest of the Kuklapolitan characters
7 **Paddy the Pelican** An amazing bird tells of adventures with his woodland friends

(Continued on page 17)

6:15 4 **Herb Graffis Show**
7 **Mr. Magic and Carrots** Norman Jensen shows the kids a few tricks
6:30 4 **Window Shopping** with Pat Banks
5 **Ben Grauer Show**
7 **Adventure Time** Feature film serial: "Lost Jungle" with Clyde Beatty
9 **Hobby Parade** Walt Newton tells of interesting past-times
6:45 4 **Five Star Final** features a surprise guest interviewed by Bob Elson and Roy Topper
5 **News Caravan** with John Swayze
7 **Flana-Grams** Sports commentary
9 **Chicagoland Newsreel** Local news

7:00 4 **Frontier Theater** Western film
5 **Star Theater** Variety starring Milton Berle and his guests
7 **Comedy Carnival** Old time movies
9 **Court of Current Issues** Vital issue of day is put on trial in the courtroom

8:00 4 **Ed Wynn Show** presents Irene Hervey, Allan Jones, Cesar Romero, and a few "inventions"
5 **Fireside Theater** Film presents "Operation Mona Lisa" starring Ralph Byrd, Marion Martin, and Nino Pepitone.
7 **In the Morgan Manor** Musical
9 **Cavalcade of Bands** with Warren Hull introducing the band of the week
8:30 4 **Suspense** Drama "Saturday Night"
5 **Cads, Scoundrels, and Charming Ladies** Drama, Michael Arlen narrates
7 **Cameraman At Large** Film shorts

9:00 4 **Warren Hull**
5 **Original Amateur Hour** Ted Mack emcees this gathering of talent
7 **Tomorrow's Champions** Boxing bouts
9 **Wrestling from Marigold** with Jack Brickhouse announcing matches
9:15 4 **Travel Time** Film
9:30 4 **Film Shorts**
9:45 4 **Decorating Forum** Pat Banks presents a few ideas for interior and exterior home decoration

10:00 4 **Ernie Simon** The Curbstone Cutup interviews the people
5 **Weatherman** Clint Youle with the latest reports on tomorrow's climate
10:10 5 **Design for Good Living** Dorsey Connors with a tip for the ladies
10:15 4 **Tomorrow's Weather**
5 **Today's Ball Game** by Tom Duggan
10:20 4 **Ulmer Turner** and the news
10:30 5 **Clifton Utley** and the late news
10:35 4 **Sports Roundup** with Joe Wilson
10:45 5 **But Not Forgotten** with Herbie Mintz and Norman Barry reminiscing about show business
7 **Flana-Grams** Sports commentary
10:50 4 **Jigsaw Jackpot Contest** Identify the famous Chicago building

11:15 9 **Chicagoland Newsreel** Local news
11:30 9 **TV Forecast**

(Stations reserve the right to change above listings without notice)

TUESDAY NIGHT

on

Channel 9

★

6:30 P. M.

HOBBY PARADE

Whether you're a "hobbyist" or not, you'll find something of interest to you in this show. You might find a hoby that will take your fancy. Tune in today.

9:00 P. M.

WRESTLING

The newest type of entertainment for television audiences with your favorite sports announcer—Jack Brickhouse. Grin and wince with the grunt and groan men.

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Wednesday

	WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
10:00	9	**Tom Wallace Show** Variety entertainment for the morning hours with Miss Jorgensen lending a hand here & there		
10:30	9	**Adventures In Sewing** Louise Winslow gives a few tips		
11:00	9	**Chicago Cooks** New ideas on food preparation by Barbara Barkley		
	4	**Multiscope News** on the ticker tape		
12:00	4	**Bill Evans Show** Disc-jockey philosopher with music and comments		
	9	**Tom Wallace Show** (continued)		
12:50	9	**Batting Practice**		
1:00	4	**Bleachers' Club**		
1:05	9	**Lead Off Man**		
1:10	4	**What's The Score?**		
1:20	9	**Baseball:** Cubs vs Philadelphia		
1:25	4	**Baseball:** Cubs vs Philadelphia		
3:30	4	**Lucky Fan** with Joe Wilson		
	9	**Tenth Inning** Roundup of scores		
3:45	4	**Multiscope News** on the ticker tape		
4:00	4	**TV Album** Ticker tape news		
	5	**Norman Ross At Work** Commentary		
	9	**Women's Magazine Of The Air** Things you want to know by Ruth Crowley		
4:15	5	**Judy Splinters** An entertaining and informative show for children		
4:30	4	**TV Billboard** Ticker tape news		
	5	**Howdy Doody Show** Adventures with Don Jose', Howdy, and other friends		
	9	**Telephone Game** Quiz, Jim Ameche mc		
5:00	5	**Cactus Jim** Western feature film		
	9	**Small Fry Club** Bob Emery narrates		
5:15	4	**Comic Capers** Don, Vera, & Boo		
5:30	4	**Lucky Pup** Troublesome Phineas thwarts the magic of Foodini		
	9	**Trail Blazers' Theater** Western film "Dynamite Canyon"		
5:45	4	**Wrangler's Club** Western feature film		
5:55	5	**Public Life of Cliff Norton**		
6:00	4	**Time For Beany** the captain, "Huff 'n Puff, the bear, & the clown		
	5	**Kukla, Fran, and Ollie**		
	7	**Paddy The Pelican** tells Pam of the adventures of his friends		
6:15	4	**Be A Sport** Telephone quiz with Claude Kirchner		
	7	**Mr. Magic and Carrots**		
6:30	4	**CBS News** Douglas Edwards reporting		
	5	**Showroom** Roberta Quinlan		
	7	**Adventure Time** Feature film serial: "Lost Jungle" with Clyde Beatty		
	9	**Art Jarrett's Metropolitan Memo**		
6:40	9	**Coming Attractions**		
6:45	4	**At Home Show** with Earl Wrightson		
	5	**News Caravan** with John Swayze		
	7	**Flana-Grams** Sports commentary		
	9	**Chicagoland Newsreel** Local news		
7:00	4	**Arthur Godfrey And His Friends** Variety entertainment with Bill Lawrence and Janette Davis		

(Continued on page 19)

5 Leave It To The Girls Panel discussion on topics sent in by viewers. Maggi McNellis moderator
7 On Trial Another in the series of discussion on Atomic Energy titled "Will Atlantic Union Promote Our Security?" Sen. Estes Kefauver vs Omar B. Ketchum
9 Temptones Instrumental group assisted by Nancy Wright vocalist

7:30 5 Pinky Lee Show musical and comedy situation with Carol Richards
7 Author Meets The Critics John M. McCaffrey mc's discussion
9 Spell With Isbell Old-fashioned spelldown with cartoonists Jo Fischer, Ken Ernst, Geo. Sixta, Walt Ditzen, & Rod Ruth pitted against the artist's models

8:00 4 Twin Time Young professionals in a variety of acts with Jack Lemmon
5 Kraft Theater Drama "And So Goodbye" by Joe Bates Smith.
7 A Couple Of Joes Allyn Edwards mc with Beryle Richards, Pat Harrington, Mike Riley, & Morgan, the dog
9 World Is Yours Travel film on "Salt Lake City"

8:15 9 Film Varieties

8:30 4 Follow The Fun Variety with Jim Ameche mc; Ginny Scott, vocalist; Dave Pritchard's novelty band and professional variety acts
7 Wrestling From Rainbo with Wayne Griffin announcing the matches
9 Helping Hand Dee Carlstom offers people a chance to fulfill dreams

9:00 4 St. Nick's Boxing with Ted Husing announcing the bouts
5 Break The Bank Quiz with Bert Parks mc and Bud Collyer
9 Happiness House featuring Danny O'Day mahogany kid assisted by Jimmy Nelson, ventriloquist, and Annette Olsen vocalist

9:30 5 Film
9 Four Star TV Theater Feature film "Java Head"

9:45 5 Reported Missing A few police cases on lost persons

10:00 4 Ernie Simon The Curbstone Cutup
5 Weatherman Clint Youle

10:10 5 Design For Good Living

10:15 4 Ulmer Turner and the news
5 **Today's Ball Game** Tom Duggan narrates highlights from today's game. If you missed it then, tune in now

10:30 4 Sports Roundup with Joe Wilson
5 Clifton Utley and the news

10:45 4 Main Event Wrestling film, two matches, one male the other female
5 But Not Forgotten with Herbie Mintz

11:00 7 Flana-Grams Sports commentary
9 Chicagoland Newsreel Local news

11:15 9 TV Forecast

11:45 4 Jigsaw Jackpot Contest

(Stations reserve the right to change above

CORRECTION! *April 1st Adv. of*
● ***BROADWAY SEAT COVERS***
"Priced As Low As $8.57" should have read "Priced As Low As **$8.75**

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CHICAGO 3

"Prison Train" Film on WENR-TV Thursday

"Prison Train," an exciting feature film will be shown 10:10 p.m. Thursday, May 4 on WENR-TV when Forecast Theater presents another in its series of late evening programs.

Ed Cooper, host for *TV Forecast* Magazine, sponsors of the channel 7 series, will again MC the hour and introduce special guests.

If you are a new set owner you'll want to dial channel 7 and see the special filter being offered to viewers subscribing to *TV Forecast* magazine. It's free with each one year subscription.

The publishers of this magazine have announced films to be shown in the near future: "I Cover the Waterfront," with Claudette Colbert; "Let 'Em Have It," with Bruce Cabot," and "Dreaming Lips" with Raymond Massey.

See! Hear!

THE

TOM WALLACE SHOW

WGN-TV Channel 9

10:00 AM to 11:00 AM

and 12:00 NOON to 1:00 PM

Every Day—Monday thru Friday

MAKE MONEY AT HOME

Learn How—See

"HOBBIES for Profit"

ULMER TURNER demonstrates ways to turn Spare Time into Cash right at home

WBKB • 8 P.M. THURSDAY • Ch. 4

A Presentation of the

WARNER ELECTRIC CO., CHICAGO 26, ILL.

Thursday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

10:00 9 **Tom Wallace Show** Two hours of entertaining featurettes interspersed with recorded music

10:30 9 **Hy Power Crossword Puzzle** Quiz
10:45 9 **Tom Wallace Show** (continued)
11:00 9 **Chicago Cooks** Barbara Barkley shows different methods of preparing
4 **Multiscope News** on the ticker tape
2:00 4 **Bill Evans Show** Mixture of music, information, and guests
9 **Tom Wallace Show** (continued)
12:50 9 **Batting Practice**
1:00 4 **Bleachers' Club**
1:05 9 **Lead Off Man**
1:10 4 **What's The Score?**
1:20 9 **Baseball:** Cubs vs Brooklyn
1:25 4 **Baseball:** Cubs vs Brooklyn
3:30 4 **Lucky Fan** with Joe Wilson
9 **Tenth Inning** Roundup of Scores
7 **Beulah Karney Show** presents adventures in foods and nutrition
3:45 4 **Multiscope News** on the ticker tape
4:00 4 **TV Album** Ticker tape news
5 **Adventures In Electric Living** Clint and Jeanne Youle tell about adequate ventilation in the attic
7 **Kay Morrow Show** Fashion designing
9 **Hi Ladies** with Claude Kirchner interviewing the ladies
4:15 5 **Judy Splinters** and Shirley Dinsdale will tell a story for kids
4:30 4 **TV Billboard** Ticker tape news
5 **Howdy Doody Show** Antics of Clarabelle are enjoyed by youngsters
9 **Telephone Game** Quiz, Jane Quinn mc
5:00 5 **Cactus Jim** Western feature film
9 **Small Fry Club** New puzzles, games
5:15 4 **Comic Capers** Host and hostess to the youngsters are Don & Vera Ward
5:30 4 **Lucky Pup** Foodini and Pinhead are on the trail of the villain
9 **Carson's Corral** Whitey Carson, western balladeer, entertains the kids
5:45 4 **Wrangler's Club** Round-up time with Texas Bruce Roberts and his pals
9 **Trail Blazers' Theater** Western film "Wild Horse Stampede" I
5:55 5 **Public Life Of Cliff Norton** Half-styled, home-grown expert on almost any topic
6:00 4 **Time For Beany** and his tales
5 **Kukla, Fran, And Ollie** furnish an enjoyable evening for all
7 **Paddy The Pelican** Puppet show
6:15 4 **Herb Graffis Show**
7 **Mr. Magic And Carrots** have fun with the youngsters
6:30 4 **Window Shopping** Commercial with Pat Banks and John Dunham
5 **Wendy Barrie Show** Interesting news, gossip, and interviews
7 **Adventure Time** Feature film serial: "Lost Jungle" with Clyde Beatty

(Continued on page 21)

9 **Film Varieties**

6:45 4 **Five Star Final** Bob Elson and Roy Topper present a surprise guest

5 **News Caravan** John Swayze reports

7 **Flana-Grams** Sports commentary

9 **Chicagoland Newsreel** Local news

7:00 4 **Show Goes On** Robert Q. Lewis mc's variety where buyers can select professional talent

5 **Stud's Place** a homey restaurant sets the scene for philosophizing

7 **Stop The Music** Bert Parks asks you to guess the "mystery tune"

9 **Strange Adventure** Films "Bandit, Banker, & Blond" & "Out of the River"

7:30 5 **One Man's Family** Domestic skits about the rising generation

9 **Hands Of Murder** Mystery drama

8:00 4 **Hobbies For Profit** Ulmer Turner tells you of different hobbies and how to make money with them

5 **College Of Musical Knowledge** Musical quiz with Kay Kyser quizzing

7 **Blind Date** Vivacious Arlene Francis interviews the young men before they try and date the gals

9 **Morey Amsterdam Show** Comedian, Morey, and his guests put on floor show at Silver Swan Cafe

8:15 4 **Flowerland** Care and raising of plants and flowers discussed

8:30 4 **Glamour-Go-Round** Ilka Chase mc's this commentary session

7 **Holiday Hotel** Musical comedy starring Edward Everett Horton

9 **TV Beauty Contest** Myron Wallace mc

8:45 4 **Vita-Mix** Commercial

9:00 5 **Martin Kane** Private eye. Mystery dramas starring William Gargan

7 **Roller Derby** Ken Nydell narrates

9 **Wrestling From Madison** with Jack Brickhouse announcing

9:15 4 **Film Shorts**

9:30 4 **Cafe Continental** Filmed variety

5 **Wayne King Show** Romance and sorrow, fun and fantasy set to music and vocal-acted by Nancy Evans, Harry Hall & Don Large chorus

9:45 4 **Royal-Airs** in "Can They Remember?"

10:00 4 **Ernie Simon** The Curbstone Cutup

5 **Weatherman** Clint Youle

7 **Forecast Theater** Immediately following the Roller Derby, feature film "Prison Train" with Fred Keating & Linda Winters. Racketeer convicted of murder decides he can't face prison (see pg. 20)

10:10 5 **Design For Good Living**

10:15 4 **Ulmer Turner** and the news

5 **Today's Ball Game** by Tom Duggan

10:30 5 **Clifton Utley** and the news

10:35 4 **Sports Roundup** with Joe Wilson

10:45 5 **But Not Forgotten** with Herbie Mintz

10:50 4 **Jigsaw Jackpot Contest**

11:15 9 **Chicagoland Newsreel** Local News

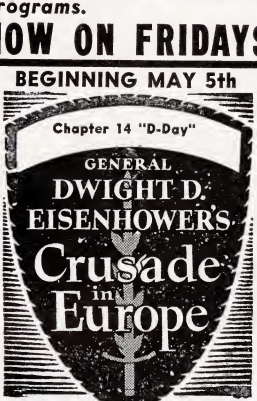
(Stations reserve the right to change above listings without notice)

VIEWERS NOTE!

New Day and Time For Two of Your Favorite Television Programs.

NOW ON FRIDAYS

BEGINNING MAY 5th



8:30 P.M.

BEGINNING MAY 12th
"HOLLYWOOD SCREEN TEST"

STARRING

Neil Hamilton,

directing three aspiring young hopefuls bidding for fame and fortune in Movieland. Each week a guest star in a supporting role.

FRIDAYS—7:30 P.M.

WENR-TV
Channel 7
ABC-TV in Chicago

Friday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

10:00 9 **Shopping Is Fun** presents a musical shopping tour designed for Chicagoland homemakers

10:30 9 **Tom Wallace Show** provides many daily entertaining surprises

11:00 9 **Chicago Cooks** Examples of new recipes demonstrated by Miss Barkley.
4 **Multiscope News** on the ticker tape
12:00 4 **Bill Evans Show** Music and chatter
9 **Tom Wallace Show** (continued)
12:50 9 **Batting Practice**
1:00 4 **Bleachers' Club**
1:05 9 **Lead Off Man**
1:10 4 **What's the Score** with Linn Burton
1:20 9 **Baseball:** Cubs vs. Brooklyn
1:25 4 **Baseball:** Cubs vs. Brooklyn
3:30 4 **Lucky Fan** with Joe Wilson
9 **Tenth Inning** with Jack Brickhouse
3:45 4 **Multiscope News** by ticker tape
4:00 4 **TV Album News** on ticker tape
5 **Norman Ross at Work** Commentary
4:15 5 **Judy Splinters** Facts for and about children are told to Judy
4:30 4 **TV Billboard** Ticker tape news
5 **Howdy Doody Show** Laughtime with Mr. Bluster, Flap-Doodle and others
9 **Telephone Game** Audience quizzed
5:00 5 **Cactus Jim** Western feature film
9 **Small Fry Club** Entertainment to keep the youngsters busy
5:15 4 **Comic Capers** Funnies from today's newspapers read by Don and Vera
5:30 4 **Lucky Pup** Pinhead assists Foodini into troublesome situations
9 **Fairteen Club** Variety session designed for teen-agers. Norma Kasell mc
5:45 4 **Wrangler's Club** Western film serial
5:55 5 **Public Life of Cliff Norton**
6:00 4 **Time for Beany** and his friends
5 **Kukla, Fran, and Ollie**
7 **Paddy the Pelican** Puppet and Pam collaborate on a story
9 **Trail Blazers' Theater** Western film "Wild Horse Stampede" II
6:15 4 **Be a Sport** with Claude Kirchner
7 **Mr. Magic and Carrots** Puppet show
6:30 4 **CBS News** Douglas Edwards reporter
5 **Showroom** with Roberta Quinlan
7 **Adventure Time** "Lost Jungle" starring Clyde Beatty, film serial
9 **Film Varieties**
6:40 9 **Coming Attractions**
6:45 4 **Window Shopping** with Pat Banks
5 **News Caravan** with John Swayze
7 **Flana-Grams** Sports commentary
9 **Chicagoland Newsreel** Local news
7:00 4 **Mama** Gay '90's domestic drama starring Peggy Wood in title role
5 **Quiz Kids** Joe Kelly keeps the moppets on their toes mentally
7 **Twenty Questions** Quiz, Bill Slater mc

(Continued on page 24)

Women (Ugh) Wrestlers Seen in "Main Event"

Those *are* women you've been seeing wrestling on WBKB.

"Main Event," which can be seen again this Wednesday on channel 4, offers what Illinois law prohibits in the flesh—women's wrestling. Recorded on films at matches staged in Cincinnati, Ohio, the bouts are the highlight of 60 minutes of mauling, featuring girls like Lillie Bitter and June Byers.

Veteran commentator Russ Davis provides ringside color for "Main Event," a Belmont Radio corporation show.

Thousands of wrestling fans had written in to this magazine and Chicago stations asking why women's wrestling was not previously seen on television.

A recent article in *TV Forecast* explained that Illinois laws rule out such exhibitions.

This week one of our sports reporters volunteered for the hazardous assignment of journeying to Ohio to see the girls in person. If he makes it back, readers will be treated to a firsthand description of a zany sport now flourishing, thanks again to video.

Exciting TV Auction Friday!

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Every
Friday at
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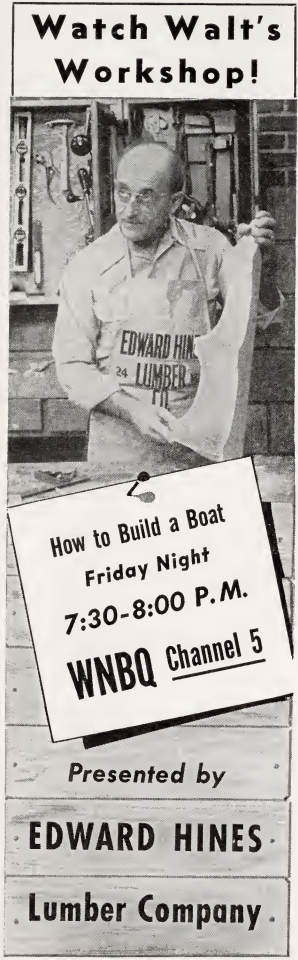
emcee
ON WBKB
CHANNEL 4

SEE YOUR FAVORITE
RCA VICTOR DEALER

Friday (Continued)

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
		9	Cartune-O Musical quiz, Holland Engle mc, Lynn Redman cartoonist
7:30		4	Man Against Crime Mystery drama
		5	Walt's Workshop Mr. Durbahn with additional pointers on the construction of a boat
		7	Top Views In Sports Film highlights
7:45		7	Film Shorts
8:00		4	Ford Theater Drama "Father Malachy's Miracle" by Brian Dougherty
		5	Versatile Varieties Harold Barry mc Guests: Joy Hodges, Geneve Dorn
		7	Auction-Aire You can't win unless you bid says Jack Gregson auctioneer. What'll it be?
		9	World Is Yours Travelogue "Historic St. Paul"
8:15		9	Film Varieties
8:30		5	The Clock Drama
		7	Crusade in Europe "D Day" Ch. 14 of Gen. Ike's book
		9	Wrestling from New York Matches reported by Dennis James
8:55		7	To be announced
9:00		4	People's Platform Charles Collingwood moderator of panel discussion
		5	Cavalcade of Sports Boxing bouts
		7	Our Gal Toni Interviews visitors
		7	Lucky Letters Unscramble the word on the screen and win a prize. Frankie Masters mc gives clues (see pg. 6)
		9	Community Theater Feature film
9:45		5	Greatest Fights of the Century Film Jack Johnson vs. Stanley Ketchell
10:00		4	Ernie Simon capers at curbstone
		5	Weatherman Clint Youle
		7	Courtesy Hour Jim Moran presents outstanding variety entertainment with young professional talent
10:10		5	Design for Good Living
10:15		4	Tomorrow's Weather
		5	Today's Ball Game Tom Duggan narrates film highlights
10:20		4	Wrestling from Hollywood Grunt and groan contests brought to you on film. Russ Davis narrates
10:30		5	Film Short
10:45		5	But Not Forgotten with Herbie Mintz
		9	Feature Film "Circus Shadows"
11:00		5	Featwre Film "Incident in Shanghai" stars Patrick Barr & Margaret Vyner
		7	Flana-Grams Sports commentary
11:10		4	Pix of the News with Ulmer Turner
12:00		9	TV Forecast

(Stations reserve the right to change above listings without notice)



Tales of Hoffman Next WNBQ Opera

Offenbach's famous opera, "Tales of Hoffman," will be seen over WNBQ, channel 9, on Monday, May 1.

This opera was first performed in Paris on February 10, 1881, and was revived in the Manhattan Opera House in New York on November 27, 1907. It was first presented at the Metropolitan on February 14, 1911.

"Tales of Hoffman" is about the poet Hoffman. In the first act, the poet is seen drinking with friends at Luther's Tavern. Finding him very sad, his friends declare that he is in love. Hoffman tells them that all that is in the past, and then proceeds to describe his love affairs.

Anti-Cruelty Chief On "Animal Clinic"

Louis G. Cowan Inc. has come up with another appealing animal TV show . . . this time on WENR-TV. It's the "Animal Clinic."

Father-daughter team co-starring on the Saturday afternoon show is *Dr.* Wesley A. Young, head of the Anti-Cruelty Society in Chicago, and his daughter, Lorie. Dr. Young plays the clinic's veterinarian, and Lorie, his nurse.

(In real life, Dr. Young claims his daughter has been a real help to him in his clinical work for years. She is also a former stewardess with United Air Lines.)

Like "The Pet Shop" on WNBQ, "The Animal Clinic" features dogs with problems, explaining their treatment and cure, however, Dr. Young actually diagnoses animal ailments, shows how to recognize them, and explains recommended treatment.

Mother Helped Pete

Peter Lind Hayes made his stage debut at 16, with his mother at New York's Palace Theatre.

***TV Forecast* Now on Sale at your Favorite Newsstands**

FOR THE CHILDREN

"Paddy" Stories Begin Next Week!

BEGINNING May 6th in *TV Forecast*, the "Adventures of Paddy the Pelican" will be published in cartoon form each week as a special feature for the children readers of Chicagoland's own television magazine.

The strip, penned by famed cartoonist Sam Singer, will be the first of its kind in the country. It will be based on the lovable and laughable experiences "Paddy" encounters as a WENR-TV star each weekday on channel 7.

Parents will find the new feature an ideal bedtime story to read to their tiny youngsters, for it will capture the many stories of fairyland known so well to "Paddy."

To be published in black and white, the cartoon series will enable jr. artists to try their skill at coloring in "Paddy" and other woodland characters he meets in his weekly journeys.

You'll want your children to read this wholesome feature, void of sensation and undesirable illustrations. Singer, whose pen has developed some of the leading characters seen in Disney's Hollywood films for children, took many precautions to develop a cartoon suitable for the home.

ABOVE: Sam Singer, former Walt Disney cartoonist, is shown with his creation, Paddy the Pelican, and Pam, WENR-TV favorites seen Monday through Friday on channel 7 at 6 P.M.

With "Paddy the Pelican" in *TV Forecast* each week, you'll also want to send a gift subscription to some child. Special cards for this occasion are available. Orders may be placed by writing to 185 N. Wabash, Chicago 1.

Praise Formation of Review Board

Praise from religious, educational and business leaders was received this week when *TV Forecast* announced the formation of the nation's first Review Board to recommend quality television entertainment for the family.

"Time" the National Weekly Newsmagazine stated "It's impressive membership of top Protestant, Catholic, and Jewish clergy and laymen seemed to promise that it would get results.

All favored the structure of the panel, agreeing that it should have no authority to ban or censor current shows, but should recommend fare suitable for 1) children 2) family, and 3) adults.

Members of the 1950 Review Board are: Mrs. Byron Harvey Jr., Mrs. Clifton Utley, Dr. Preston Bradley, Rabbi Louis L. Mann, Mr. George Jennings, Mr. David Balkin, Mr. Jesse Owens, Rev. Donald Masterson, Mr. Samuel A. Culbertson II and Mr. Robert A. Kubicek.

TV and Minor League Baseball

By GEOFFREY HUNTER

With the current ban on televising Big 10 football, WGN-TV now stands out as the only Chicago station to present prep football this fall . . . They'll cover **Notre Dame** games exclusively! . . . Those sport readers who find the name **Agase** in the U. of I. baseball lineup this spring aren't being hexed. This time it's **Herb**, the third brother in the Evanston family to attend State U. He's a portsider. Possibly you may remember **Alex** and **Lou** who played a bit of line before, during and after the war . . . And in case any of you duffers get near Champaign, there's a new 18-hole, 6,884-yard golf course there that covers 170 acres. The cost of the layout was $250,000 which answers, in part, what the big schools do with all that cash they take in for football games. We should also mention that the course is open to all students, faculty, etc. even if they don't lug a pigskin . . .

We are on the verge of admitting, reluctantly, that **Tom Duggan**, WNBQ, is fast becoming our favorite sportscaster since he has curbed his editorial opinion and concentrated on reporting. We're referring to sports reviews and not to play-by-play because it doesn't look like Duggan will ever get a crack at a sport from the pressbox.

Jimmy Evans, the "Top Views In Sports" narrator, is no sit-by-the-fire. When he dreams up a show on radio or TV, he doesn't present it to the advertising agencies. He hits the pavement and doesn't stop till the thing's sponsored. That's one reason Jim has a buck. He's an All-America hustler as well as a former All-America player . . . **Ernie Simon** and the **Schnable** brothers **(Hans and Fritz)** are close friends and usually hit the high spots together after their nightly chores are over.

It took us a long time to realize that **Foodini's** real life double is none other than **George Marshall** (not the ex-Sec-State), the owner of the Washington Redskins pro footballers. If you've ever seen him on a TV interview, you'll know what we mean. And if you haven't, you're fortunate. . . . It develops that TV didn't kill minor league baseball in Newark, N.J. and Jersey City. The parent clubs (Yanks and Giants) milked them dry of playing talent so that the loyal fans got disgusted and quit coming to the ball park. There's a little more distance involved but the Milwaukee Brewers seem to be doing well despite the Chicago clubs' telecasting.

While we're about it, we want to toss a bouquet to **Earl Flora**, the White Sox director of publicity. We know of no nicer guy in the business and he gets the job done no matter what the request from the press. . . . **Don Cook**, the WGN-TV director, shot 112 for 18 holes of golf first time he ever had clubs in his hands. Sure that he'd put one over on his chums, he enlisted the aid of a pro, slaved on his backswing, worked over his stance, spent hours on the greens and then dashed out on the course, planning to take his friends for some cash and knock them dizzy with his skill. Result: A quick 120 for 18 holes and $8.40 down the drain.

JOE WILSON, oldest play-by-play baseball telecaster, swings into another season with WBKB, channel 4. This will be Joe's fifth year at Wrigley field for the B & K station.

GUEST COLUMN

I'll Show You My Scars

By GAIL COMPTON

EVERY week I get dozens of inquiries as to whether "The Pet Shop" is a real pet shop. At long last I have a chance to answer the question once and for all.

I have been gently chewed upon by a hungry monkey, an 11 foot python once squeezed my right arm so hard I couldn't lift it to put a bandage on my neck where I was pecked by a parakeet. Sullen porcupines have swatted at me with their quill laden tails, skunks guaranteed to be deodorized have turned out to be sailing under false colors, and I have even been nibbled on by a gentle hamster which ordinarily wouldn't harm a soul.

So far as I'm concerned it's a real pet shop and if you still don't believe me, I'll show you my scars.

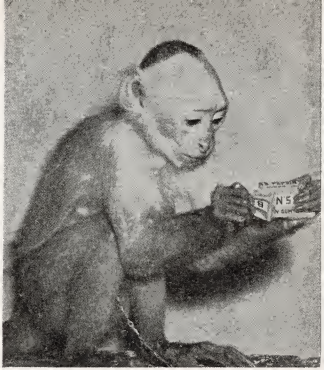
When *TV Forecast* decided they wanted a guest column from "The Pet Shop," they contacted Charley, the monkey. He was willing to do it for four pounds of grapes and a $50 a week boost in pay. The price was too high. Sissy, the poodle, was asked next but the Actors Guild told her no unless her rating was boosted from that of straight actor to actor-writer. As this meant an increase in pay, and things have been a little slow of late at the shop, we had to refuse.

They asked Gay but she only prints, her fourth grade class not yet having gotten around to writing yet.

I offered to do the job free and after the editors asked around to find out who I was they okayed the deal. I thought they knew I was connected with the program, but I have since learned that our director, Don Meier, spends so much time taking shots of Charley and Sissy fighting, or Gay ad libbing like an expert, he hasn't gotten around to putting the camera on me yet.

Next Tuesday evening at 5:30 p.m., tune in the "Pet Shop" on WNBQ and you may catch a glimpse of me. I'm the guy in the white jacket the animals bite.

* Gail Compton jokingly explained: "This is how I feel after a typical telecast."



The author* tears up his script after "Pet Shop"

Safety Man Plans Show for Children

Lt. Cmdr. Martin Topper, USNR and district superintendent of health and physical education for the Chicago school system, is completing plans for a special children's show to be illustrated with chalk sketches.

Topper, procurement officer for the U.S. Naval Academy, is calling his video program "The All American Safety Man," and will stress safety in the home, on the streets, in school and during play. Topper will from time to time also explain to youths 18-22 years how to qualify for naval training.

TOPPER

Topper, who resides in Chicago with his wife, Adele, and three year old son, Martin David, has been seen on a number of TV shows as guest star, relating some of his experiences when he visited Germany before World War II with the U.S. Olympic team. A director at Culver's naval summer school, Topper served during the last war as athletic director in the Pacific. Some of the many stars that he directed were Bill Dickey, Ted Williams, Johnny Pesky, Billy Herman, Dan Topping.

Meet Sid Novak Mat Referee

BY DICK FIREMAN

"TV has done more for wrestling than any other sport," says wrestling referee Sid Novak. Cornered at McKinley high school recently, where he is "Coach Novak," Sid told us, "The phenomenal thing about television is that it has made wrestling a topic of household conversation. Thanks to television, there are more women in wrestling audiences today than men!"

A short, chunky man wearing checked pants, a yellow shirt and a dark blue jacket, Sid led me into his office where he told me the story of his life.

He was born in Chicago. He went to Marshall high, where he was captain of the football team. While at Marshall, he was selected as all-city player.

After high school, he went to the University of Illinois. He participated in football and wrestling there and became middleweight wrestling champ. He entered the school of coaching and graduated in January, 1931.

He then went to work for the Chicago Park District as athletic instructor, and after four years in that position, was promoted to the position of supervisor of recreation. In 1943 he left the Park District and joined the Board of Educatioon, becoming coach at McKinley. Sid likes his job at McKinley, and enjoys working with young people.

At that time, having more leisure, Sid took up another job working with young people. He became director of Camp Ojibwa in northern Wisconsin. It was then, too, that he was appointed wrestling referee by the Illinois State Athletic commission.

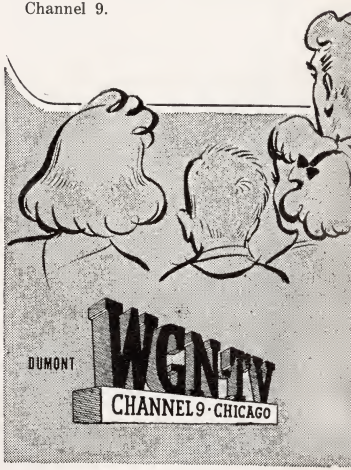
We cautiously told Sid how some fans complain that the referee never sees the "dirty work" going on during wrestling matches. "Well," Sid replied, "the clever wrestler generally applies his dirty holds out of sight of the referee, and even though he is often seen by the audience on at least one side of the ring, there is nothing the referee can do. Because according to the rules, the referee can only call what he sees."

Major League Baseball Is here and WGN-TV

(a major league station)

has it

Regardless of the team, the league or the day—if there's a daytime game in Chicago, you'll find it on Channel 9.



DEAR BOSS:

No doubt a few hundred people will disagree with the opinion I am now about to cast into the Guessing Ring, but here it is: Milton Berle's days are numbered.

Again, it is purely personal. Frankly, I enjoy watching Unca Miltie and in months past have given him title to the crown, but now I'm beginning to wonder how long the King can continue to hold the record.

Physically the grind is gruelling. Already he has repeated a number of skits from his earlier days. This shows either a shortage of good material from his battery of writers, or a recognition of more set owners and an increased audience that missed his early shows. Probably the former of the two.

Rumors have it Phil Silvers will step in if Miltie goes twice monthly. Silvers has been kicking around for a long time, has built up a host of loyal fans, too, and is dying to become a national video hero.

Whether he will carry as much weight as Berle, your dear critic cannot predict. Maybe the letters you get from viewers can help answer that?

For weeks now Berle has been trying to slant his show to the kiddies, winding up with a special poem in their honor. It seems to be stretching the point somewhat, since his telecast is variety, and more for adults, but it may be sound insurance of a wider audience. McCarthy, however, is taking odds he won't be back in September with a weekly show. Maybe every other week or once a month. What do you say?

CHUB McCARTHY

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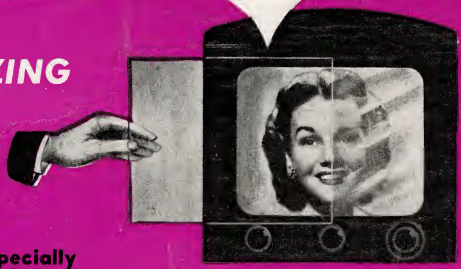

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